

ORDER



Orders
Order / Rev: 199811
Alt Order #: 06843598
Product Desc: 8/21-8/27 RESTORE OUR FUTURE
Estimate: 356
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Restore Our Future
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	44	\$47,900.00	\$40,715.00
08/27/12	08/27/12	8	\$9,200.00	\$7,820.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	44	\$47,900.00	\$40,715.00	0.00
September 2012	8	\$9,200.00	\$7,820.00	0.00
Totals	52	\$57,100.00	\$48,535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	34%	\$57,100.00
Market	100%	\$167,941.18

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	31%	\$52,061.76
WTVZ	0%	\$0.00
WVBT	9%	\$15,114.71
WVEC	26%	\$43,664.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/21/12	08/24/12	WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00
6A WAVY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			4		\$2,000.00		0.00				
E 2	WAVY	08/21/12	08/24/12		CM	7a-9a	- TWTF - -	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW Today Show M-F Today Show M-F TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWTF-- 4 \$2,000.00 0.00														
E 3	WAVY	08/21/12	08/23/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p - TWT--	:30	6	\$200.00	P2	0.00	NM	6	\$1,200.00
HAMPTON ROADS SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWT-- 6 \$200.00 0.00														
E 4	WAVY	08/24/12	08/24/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p ----F--	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ----F-- 1 \$200.00 0.00														
E 5	WAVY	08/21/12	08/24/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p - TWTF--	:30	4	\$300.00	P1	0.00	NM	4	\$1,200.00
WAVY NEWS AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWTF-- 4 \$300.00 0.00														
E 6	WAVY	08/21/12	08/23/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p - TWT--	:30	3	\$2,000.00	P1	0.00	NM	3	\$6,000.00
6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWT-- 3 \$2,000.00 0.00														
E 7	WAVY	08/21/12	08/23/12	LN M-F M-F News 10 @ 11	CM	11p-1130p - T-T--	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - T-T-- 2 \$2,000.00 0.00														
E 8	WAVY	08/22/12	08/24/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a --WTF--	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
TONITE SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 --WTF-- 4 \$500.00 0.00														
E 9	WAVY	08/24/12	08/24/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p ----F--	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
DATELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ----F-- 1 \$1,200.00 0.00														
E 10	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a -----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
6A WAVY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$500.00 0.00														
E 11	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a -----S-	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
7A WAVY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 2 \$800.00 0.00														
E 12	WAVY	08/25/12	08/25/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p -----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 2 \$500.00 0.00														
E 13	WAVY	08/25/12	08/25/12	Sa 7-8p Sa 7-8p	CM	7p-8p -----S-	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
ENT THIS WEEK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 2 \$300.00 0.00														
E 14	WAVY	08/26/12	08/26/12		CM	7a-8a -----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 Sunday / WAVY News 10 Sunday 7a										
				WAVY 7A NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1		\$800.00		0.00				
E 15	WAVY	08/26/12	08/26/12	Meet the Press Meet the Press	CM	9a-10a -----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				MEET THE PRESS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1		\$1,800.00		0.00				
E 16	WAVY	08/26/12	08/26/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p -----S	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				6P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		2		\$500.00		0.00				
E 17	WAVY	08/25/12	08/25/12	Sat Hour 1 Saturday 8-9p	CM	8p-9p -----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
				AMERICA'S GOT TALENT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1		\$400.00		0.00				
E 18	WAVY	08/26/12	08/26/12	NFL Pre-Season Game NFL Pre-Season Game	CM	NFL Pre-Season G -----S	:30	2	\$3,200.00	P1	0.00	NM	2	\$6,400.00
				NFL PRE-SSN PANTHERS/JETS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		2		\$3,200.00		0.00				
E 19	WAVY	08/26/12	08/26/12	LN Su WAVY News 10 @11 Sun	CM	11p-1130p -----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 11P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1		\$2,000.00		0.00				
E 20	WAVY	08/27/12	08/27/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 6A NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1		\$2,000.00		0.00				
E 21	WAVY	08/27/12	08/27/12	Today Show M-F Today Show M-F	CM	7a-9a M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				TODAY SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1		\$2,000.00		0.00				
E 22	WAVY	08/27/12	08/27/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p M-----	:30	2	\$200.00	P2	0.00	NM	2	\$400.00
				HAMPTON ROADS SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		2		\$200.00		0.00				
E 23	WAVY	08/27/12	08/27/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				WAVY NEWS AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1		\$300.00		0.00				
E 24	WAVY	08/27/12	08/27/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				6P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1		\$2,000.00		0.00				
E 25	WAVY	08/27/12	08/27/12	LN M-F M-F News 10 @11	CM	11p-1130p M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY NEWS AT 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1		\$2,000.00		0.00				
E 26	WAVY	08/27/12	08/27/12		CM	1134p-1237a M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show/Jay Leno											
				Tonight Show w/Leno											
TONITE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M- - - - -	1		\$500.00		0.00						
													Totals	52	\$57,100.00